

## THINKER

### *Their Preferences*

- Facts & data
- Reassurance
- Assessment of risk
- Carefully chosen words
- Time & information to examine & evaluate

### *My Approach*

- Clear description of processes
- Clear procedures & guidelines
- Exact figures
- Logical, detailed presentation

## DIRECTOR

### *Their Preferences*

- Brevity
- Command of the subject
- Logical organization
- Describe benefits early
- Provide options
- Innovation

### *My Approach*

- Businesslike manner
- Efficient use of time
- Competence
- Self-confidence
- Focus on results
- Logic

## RELATER

### *Their Preferences*

- Sincerity
- Low-key delivery
- Logic, facts & structure
- Guarantees & assurances

### *My Approach*

- Assurance of support
- Emphasis on benefits to others
- Absence of controversy
- Appeal to security & stability

## SOCIALIZER

### *Their Preferences*

- Enthusiasm
- Creativity
- High energy tone
- Rewards & benefits

### *My Approach*

- Big picture
- References to other's reaction
- Visual approach